## What is claimed is:

- 1. An LED lamp comprising:
  - a circuit substrate provided with an electrode pattern;
  - a light emitting unit mounted on said circuit substrate; and
- a reflecting frame mounted on said circuit substrate and including a concave portion disposed to surround said light emitting unit,

a reflecting surface for reflecting light emitted from the light emitting unit being formed on an inner peripheral surface of the concave portion,

said reflecting surface having a taper shape configured to broaden toward an upper end of the reflecting frame.

- 2. The LED lamp according to claim 1, wherein said light emitting unit includes a plurality of light emitting diode elements and a transparent or translucent resin material to seal said light emitting diode elements.
- 3. The LED lamp according to claim 2, wherein the plurality of light emitting diode elements comprise a semi-conductor of a gallium nitride system compound.
- 4. The LED lamp according to claim 2, wherein the plurality of light emitting diode elements are spaced equally peripherally of a central portion of the reflecting surface.

## 5. An LED lamp comprising:

a circuit substrate provided with an electrode pattern;

a light emitting unit mounted on said circuit substrate;

a reflecting frame mounted on said circuit substrate and including a concave portion disposed to surround said light emitting unit;

a lens body disposed above the light emitting unit and attached to said reflecting frame to form an air layer between the light emitting unit and the lens body; and

an air hole provided in at least one of the circuit substrate, reflecting frame and the lens body for communicating the air layer with an outside of the lamp,

a reflecting surface for reflecting light emitted from the light emitting unit being formed on an inner peripheral surface of the concave portion,

said reflecting surface including a taper shape configured to broaden toward an upper end of the reflecting frame.

- 6. The LED lamp according to claim 5, wherein said lens body has a light incident surface and a light exit surface, and at least one of the light incident and exit surfaces comprises a convex surface or fresnel surface.
- 7. The LED lamp according to claim 5,

wherein said lens body has a light incident surface and a light exit surface,

wherein one of the light incident and exit surfaces is composed of

a convex surface or fresnel surface and another thereof is composed of a planar surface,

wherein the convex surface or fresnel surface is disposed to face the light emitting unit.

- 8. The LED lamp according to claim 1, wherein said light emitting unit includes one or more light emitting diode elements and a transparent or translucent resin material to seal the light emitting diode elements.
- 9. The LED lamp according to claim 5, wherein said light emitting unit includes one or more light emitting diode elements and a transparent or translucent resin material to seal the light emitting diode elements.
- 10. The LED lamp according to claim 1, wherein said light emitting unit includes a blue light emitting diode element, a resin body to seal the blue light emitting diode element and a fluorescent material of yttrium, aluminum, garnet (YAG), mixed in the resin material, in order to obtain a light emitting color of white.
- 11. The LED lamp according to claim 5, wherein said light emitting unit includes a blue light emitting diode element, a resin body to seal the blue light emitting diode element and a fluorescent material of yttrium, aluminum, garnet (YAG), mixed in the resin material, in order to obtain a light emitting color of white.

- 12. The LED lamp according to claim 1, wherein said light emitting unit includes a three kind of light emitting diode elements comprising red, green and blue colors and a resin body to seal the light emitting diode elements.
- 13. The LED lamp according to claim 5, wherein said light emitting unit includes a three kind of light emitting diode elements comprising red, green and blue colors and a resin body to seal the light emitting diode elements.
- 14. The LED lamp according to claim 1, wherein a mirror surface or plating surface is provided on said inner peripheral surface of the concave portion.
- 15. The LED lamp according to claim 5, wherein a mirror surface or plating surface is provided on said inner peripheral surface of the concave portion.
- 16. The LED lamp according to claim 1, said circuit substrate and the reflecting frame are formed by a molded interconnect device to form a circuit and an electrode on a resin molding of a three-dimensional shape.
- 17. The LED lamp according to claim 5, said circuit substrate and the reflecting frame are formed by a molded interconnect device to form a circuit and an electrode on a resin molding of a three-dimensional shape.